

(I) in (a) the presence and (b) the absence of said potential agonist;
and/or

(II) in the presence of a known agonist and (a) the presence or (b) the absence of said potential antagonist; and monitoring and comparing G-protein coupled receptor induced signals in cells of (Ia) and (Ib) and/or (IIa) and (IIb).

9. A method according to claim 8 wherein the G-protein coupled receptor induced signal is monitored by measuring the calcium ion content of the cells.

10. A method according to claim 9 wherein the calcium levels are measured by means of a fluorescent indicator.

11. A method according to claim 8 wherein the G-protein coupled receptor induced signal results in a change in the cyclic AMP (cAMP) levels within the cell, and the G-protein induced signal is monitored by measuring the cyclic AMP content of the cells.

12. A method according to claim 11 wherein the cells are transformed with a reporter gene, expressed of which is regulated by a G-protein coupled receptor induced signalling cascade, and the G-protein coupled receptor induced signal is monitored by detecting the product of the reporter gene.

13. A method according to claim 12 wherein the reporter gene is β -GAL.

14. A method according to claim 8 wherein the G-protein coupled receptor induced signal results in a decrease in the level of the measured cellular component, and tests (I) and (II) are carried out in the presence of a chemical which contributes to an increased level of said cellular component.